

(AP= access point)
(Service user= advertising entity)

567

FIG. 2

20

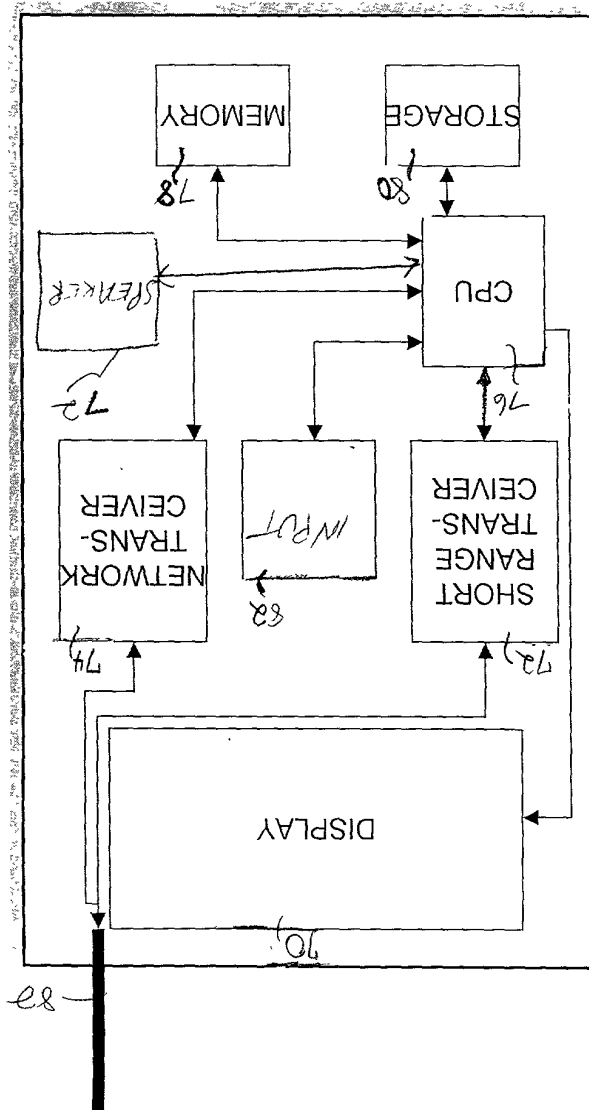


FIG. 2 is a block diagram of a system architecture. The system architecture includes a CPU, Memory, Storage, Speaker, Network Transceiver, Input, Short Range Transceiver, and Display. The CPU is connected to Memory, Storage, Speaker, Network Transceiver, Input, Short Range Transceiver, and Display. The Memory is connected to the CPU. The Storage is connected to the CPU. The Speaker is connected to the CPU. The Network Transceiver is connected to the CPU. The Input is connected to the CPU. The Short Range Transceiver is connected to the CPU. The Display is connected to the CPU.

90

Advertiser specifies parameters to server



92

Server checks the current degree of service utilization



94

Server counts the number of mobile terminal users in the local area from mobile network



96

Server selects the number of possible customers in the area from the mobile terminal users based on the profiles of the mobile terminal users

97

Generate Customized Ad

98

Server sends a customized ad to potential customers in the local area through mobile network

FIG. 3A

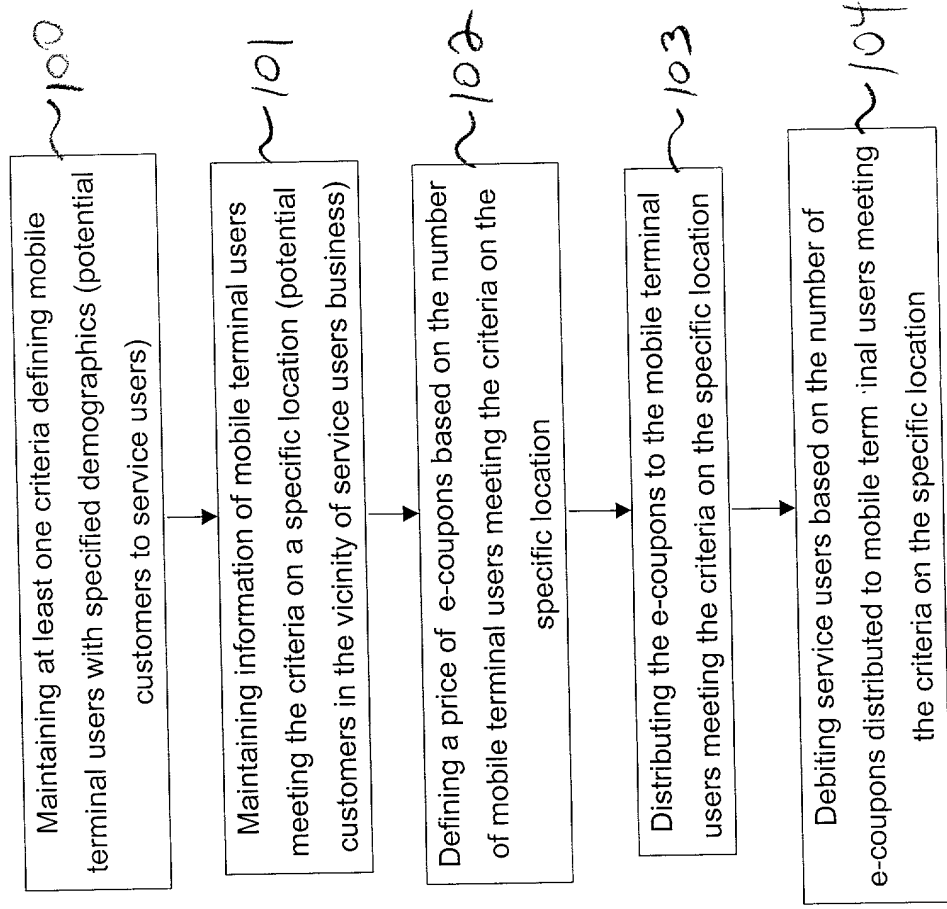


FIG. 3B

105

106 Amount of Visitors 50

107 Do you want to send an e-coupon? _Yes _No

108 What is the offer? _ \$5.00 Big Lunch

109 Time Limit _ Before 11:00 a.m.

FIG. 4

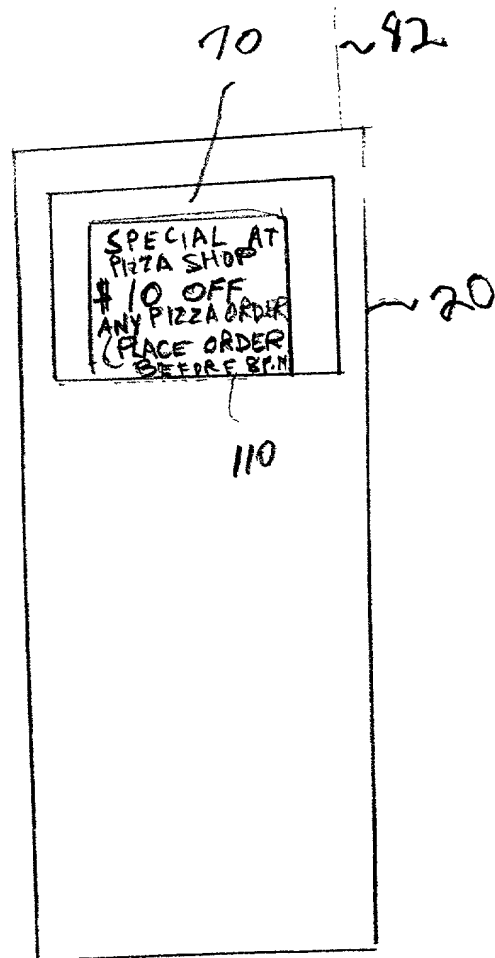


FIG. 5

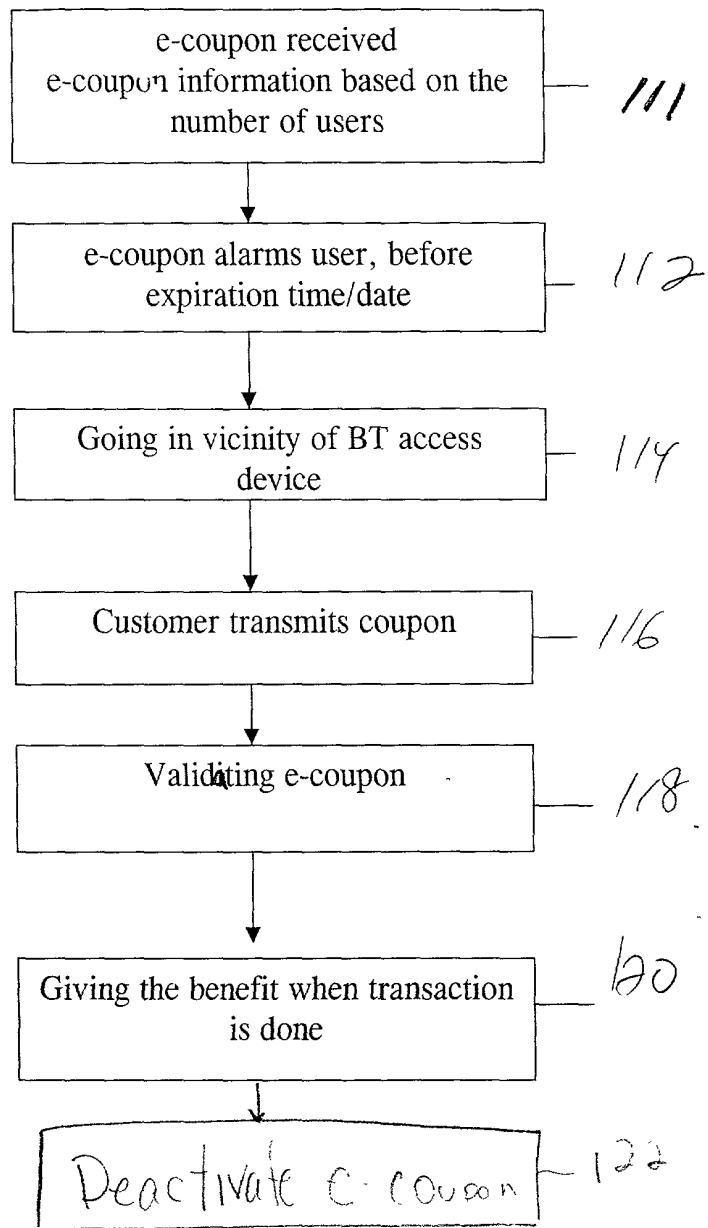


FIG. 6

130
Central Register

132 Company Name	134 Location	136 Advertisement	138 Amount of Visitors
1. Company No. 1	Cell Id. No 560	xxx	100
2. Company No. 1	Cell Id No. 720	yyy	10
3. Company No. 2	Cell Id. No. 1055	277	1000
4. Company No. 3	Cell Id. No. 1000	vvv	55
5. Company No. 4	YPS 22'15" , 29'25"	aaa	5
6. Company No 5	BT No. 565	dddd	25

FIG. 7

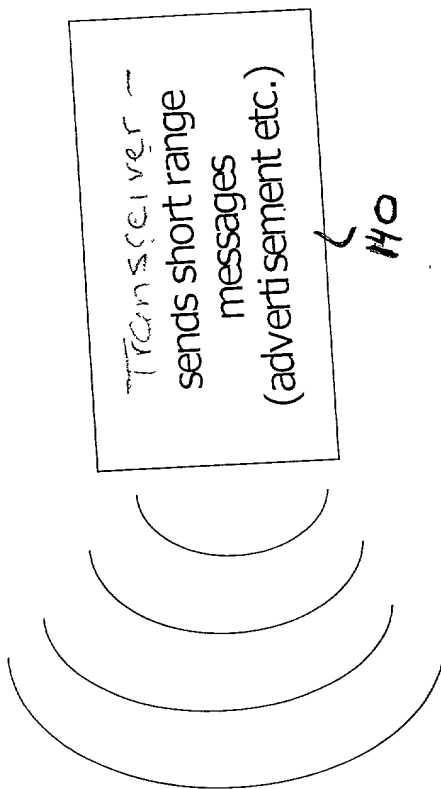


FIG. 8

FIG. 9

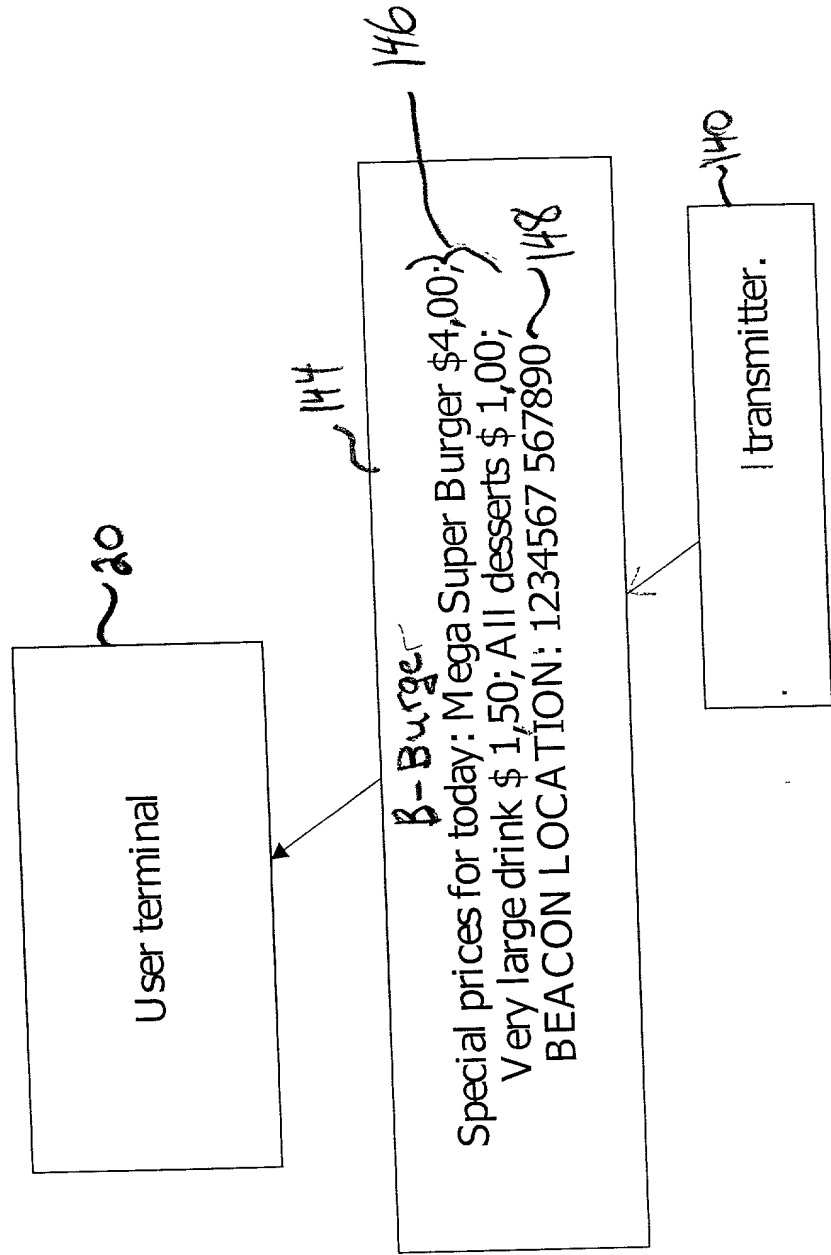


Fig. 10

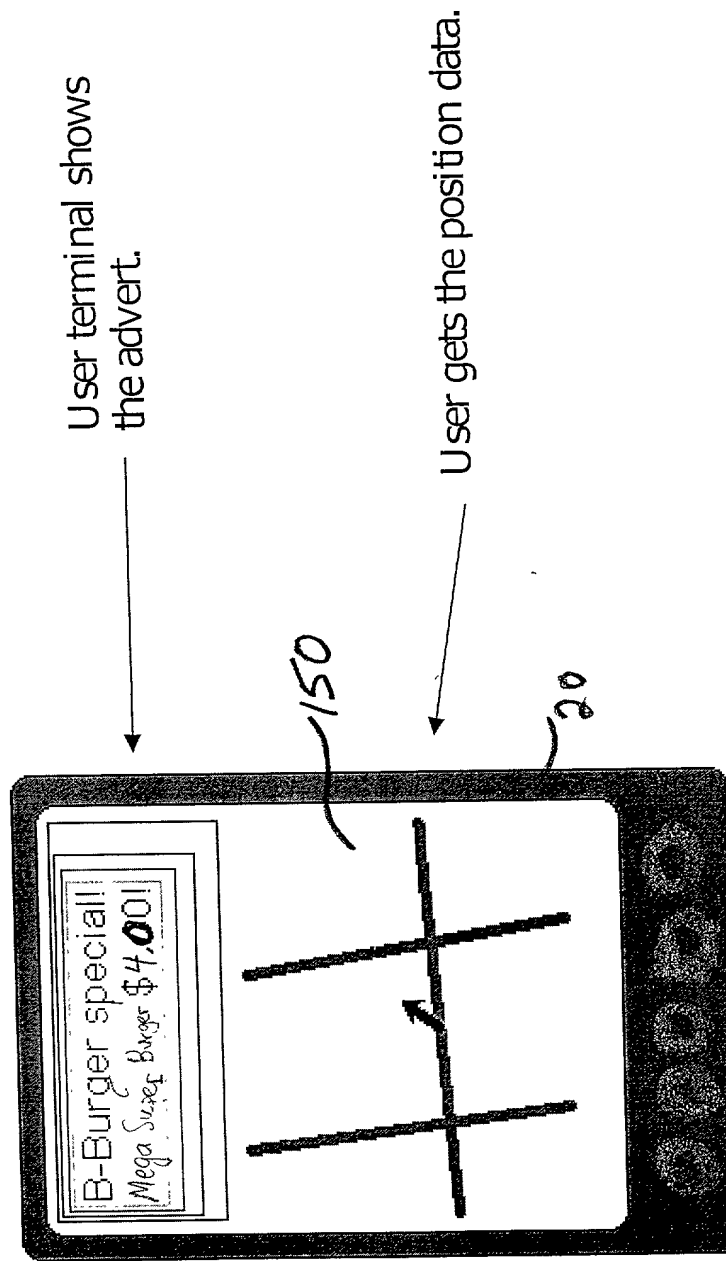
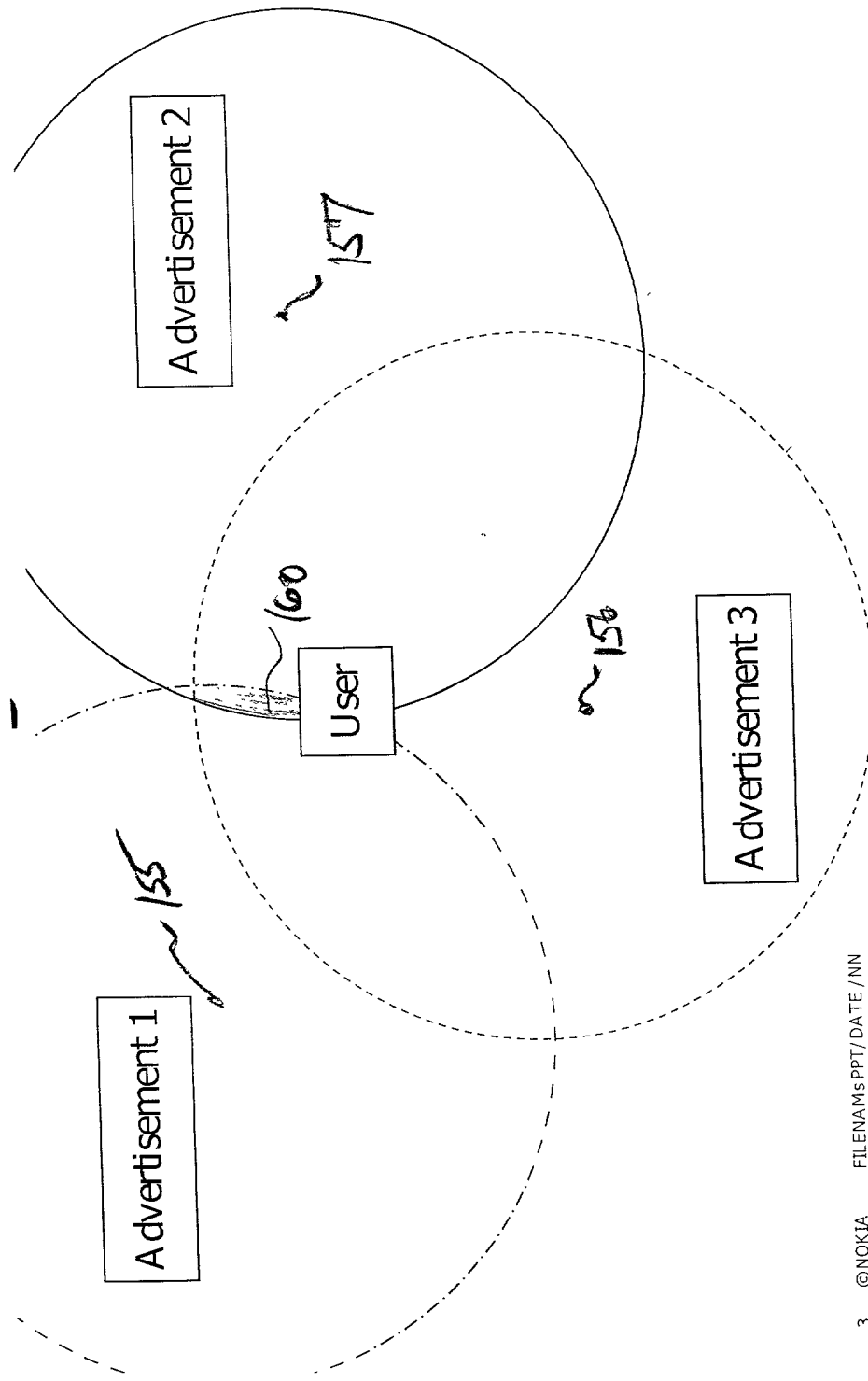


FIG. 11



CRITERIA DATABASE 170

FIG. 12A

Criteria register	customers	price
criteria # 1	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$
criteria # 2	0-100	0.3 \$
	101-500	0.4 \$
	501-...	0.5 \$

ADVERTISER PRICING DATABASE 180

Advertiser	Ad ID	no. of customers meeting criteria	price
Restaurant 1	5134	280	112
...			
Pizza Shop	5136	800	400
...			
Restaurant 2	5138	85	34

FIG. 12B